



A clean and easy recycling?
Just a blip away with **Junker**



SUMMARY



- What is Circular Economy
- Waste management in Europe
- Waste management in Italy
- What is Junker App
- Junker as a tool for the Circular Economy
- Junker and its users
- Some figures
- Innovation coming up
- Junker fights climate change



The starting point: Circular Economy



Waste Framework Directive (Directive 2008/98/EC on waste)

Sets the basic concepts and definitions related to waste management

Explains when waste ceases to be waste and becomes a secondary raw material (so called end-of-waste criteria), and how to distinguish between waste and by-products

Revised in 2015 by EU Commission and approved by Parliament and Council in 2018

Source: <https://www.europarl.europa.eu/legislative-train/theme-new-boost-for-jobs-growth-and-investment/file-jd-directive-on-waste>

Current EU Waste Legislation



EU target for recycling of municipal waste

- 55% by 2025
- 60% by 2030
- 65% by 2035

EU target for recycling of packaging waste

- 65% by 2025
- 70% by 2030

Main elements of the new legislation

- New targets for waste recycling
- General requirements for extended producer responsibility (**EPR**) schemes
- Economic tools to implement the **waste hierarchy**, take measures to prevent waste generation and ensure the separate collection of bio-waste
- Introduction of an **early warning system** for monitoring progress towards the targets and clarification of the methods used to calculate such progress

Source: <https://www.europarl.europa.eu/legislative-train/>



Current EU Waste Legislation

The full package would:

- Create over **170 000 direct jobs** in the EU by 2035
- Avoid over **600 million tons of CO2** equivalent by 2035
- Increase the competitiveness of the EU waste management and recycling sectors

Current Italian Waste Legislation

Testo Unico Ambientale in 2006

- Defines waste hierarchy
- Classifies waste types
- Regulates waste treatment
- Divides competences between State, Regions, Provinces and Municipalities

Source: https://www.fondazionevilupposostenibile.org/wp-content/uploads/dlm_uploads/L%E2%80%99Italia-del-Riciclo-2019.pdf



Recycling packaging

Total 67% of packaging waste is recycled

- 81% for paper
- 80% for aluminum
- 76% for glass
- 45% for plastic
- 40% for wood

Peculiarities of the Italian waste system

- For plastic and glass, **only packaging waste** (not items) **can be recycled**
- Municipalities/waste disposal companies collect various waste fractions and **sell them to the consortii (union groups)** for those materials
- Citizens are the ones who sort waste, so they **must be guided** and supported to sort correctly



To date, 1700 facilities to
recycle different waste
fractions



**Landfill sites will have to be
closed soon!**



Current situation in Turkey

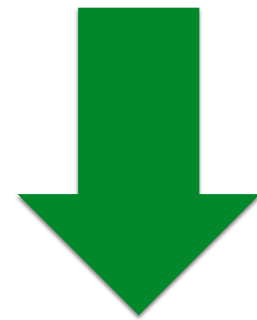
- The number of licensed recycling and recovery facilities has increased to **1.226*** (in 2003, they were just 46)
- Responsibility for municipal waste management lies with municipalities
- The main collection systems include **kerbside collections** (large cities and city centres), and **community bin system**, typically in smaller settlements and peripheral parts of urban areas

Recycling rate: 9%*

From the legislation to the application



This is the legislative framework
... but how can we apply it within
our society?








There is Junker, a **powerful tool**
to foster **Circular Economy**



What is JUNKER? A virtual assistant for Circular Economy



A smart and unique information service

-  **1.6 million** products by their **unique barcode**
-  **Calendars** for door-to-door collection
-  **Maps** with points of interest
-  **Geo-location** system
-  **Best practices** and **circular economy initiatives**

There is nothing like **Junker** out there! **TEST IT OUT**



Junker is unique in Europe



Unique

No real competitors in Europe



Interactive

Open to users' contributions



Fast & Easy

Just a blip away



Complete

Just what you need to know
when you need it





A product is missing?



Take a picture of the product



Junker gets the picture already geolocated



Junker replies to your request



Junker adds the product to the database

SCAN the product's barcode



Junker App “cleans” recycling and reduces mixed waste!

It recognizes more than **1.6 million** products using their **unique barcode** and indicates the products' composing **materials**

No barcode? Enter a TEXT or look for the SYMBOL

Simbolo

Barcode Cerca Simbolo Menu

Seleziona la forma generica del simbolo

Descrizione e/o eventuale testo

PET

PE

ACC

Simbolo non trovato?
Inviaci una foto!

For each symbol:

- Data sheet
- Variants
- Info about the material
- Link to calendar and collection points on the map

From the shape of a symbol to its materials and recycling info:



Tetra Pak

Brik C/PAP 84 (tipo Tetra Pak®)

Rifiuti residui
raccolta porta a porta

Ecomobile
78 punti di raccolta

Centro di riciclaggio
1 punto di raccolta

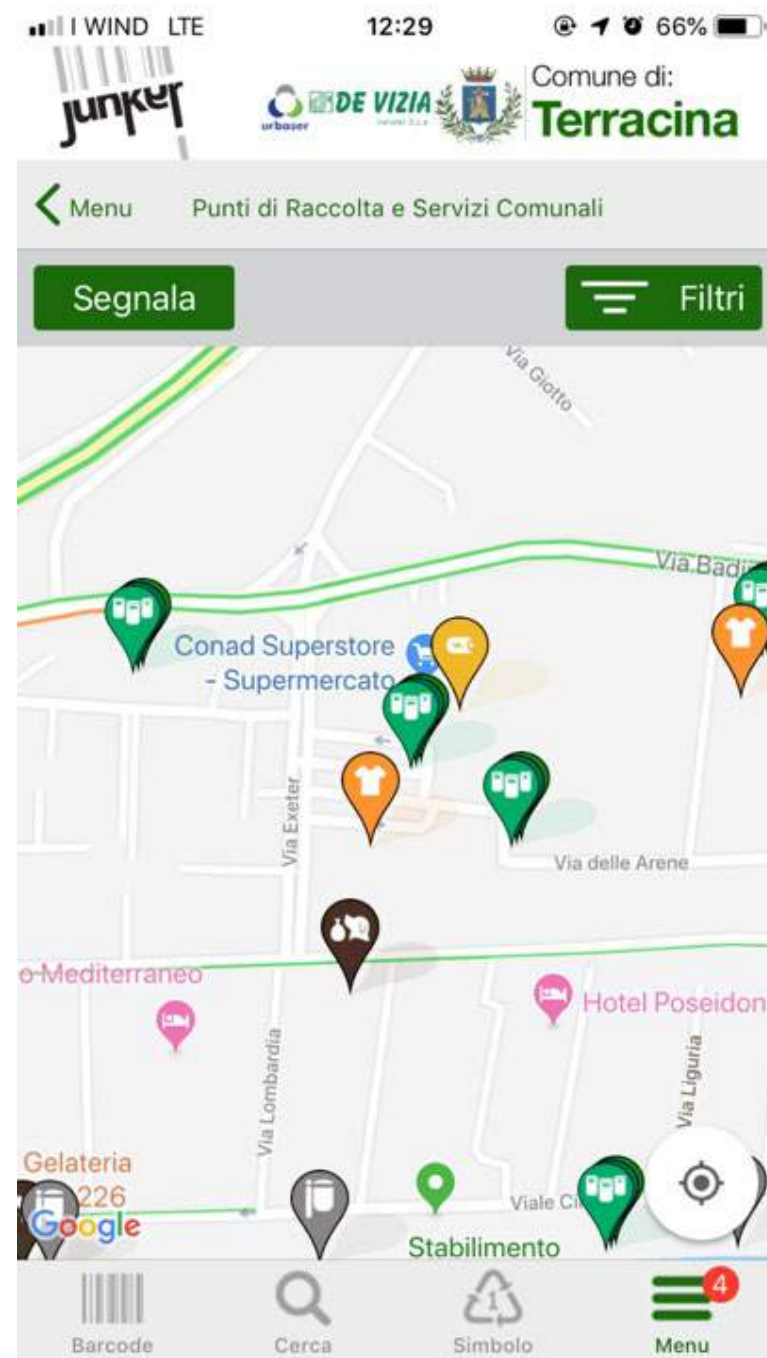
Informazioni aggiuntive

Da sempre l'obiettivo di **Tetra Pak®** è fornire soluzioni di imballaggio sicure per gli alimenti e che consentono la conservazione dei prodotti preservando la caratteristiche nutrizionali ed organolettiche nel tempo.

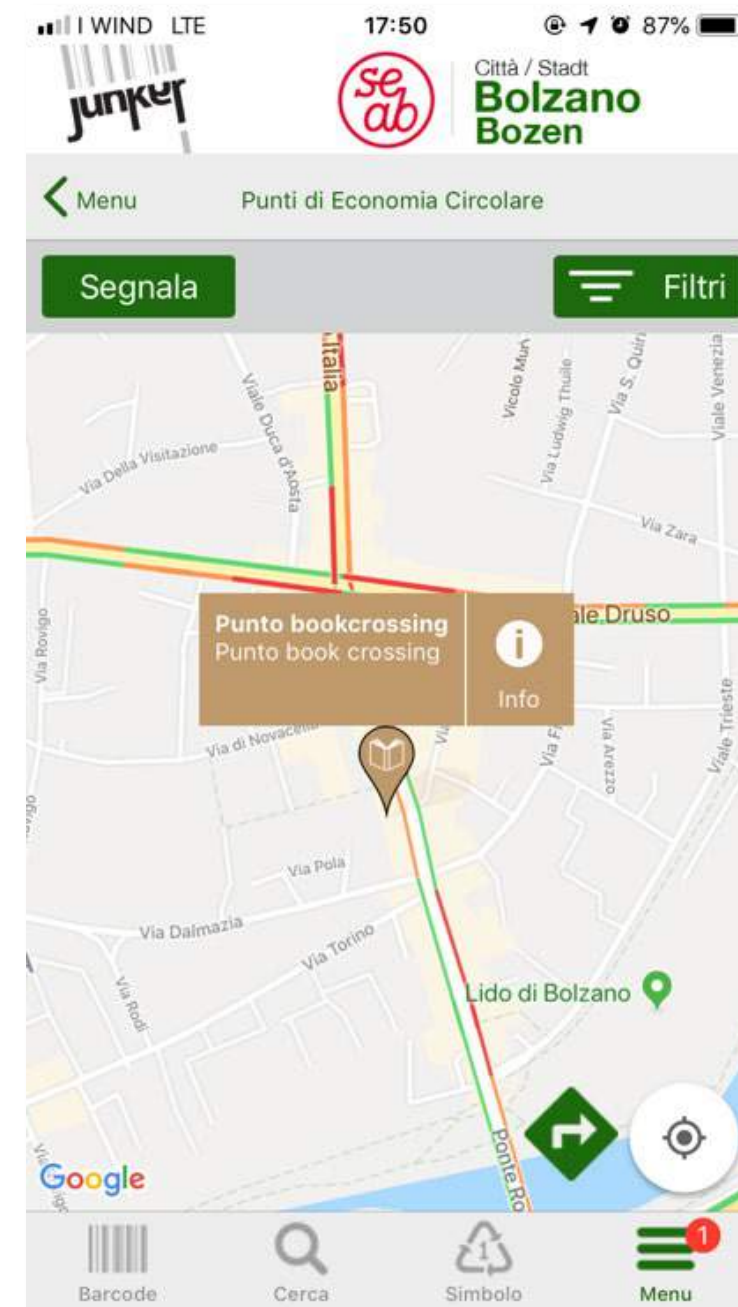
Not only waste: Junker as tool for a Circular Economy



Points for waste
disposal, reuse, repair,
exchange



Mapping circular
economy initiatives, best
practices, sustainable
companies



Citizens, the real engine of the Circular Economy, help Junker:



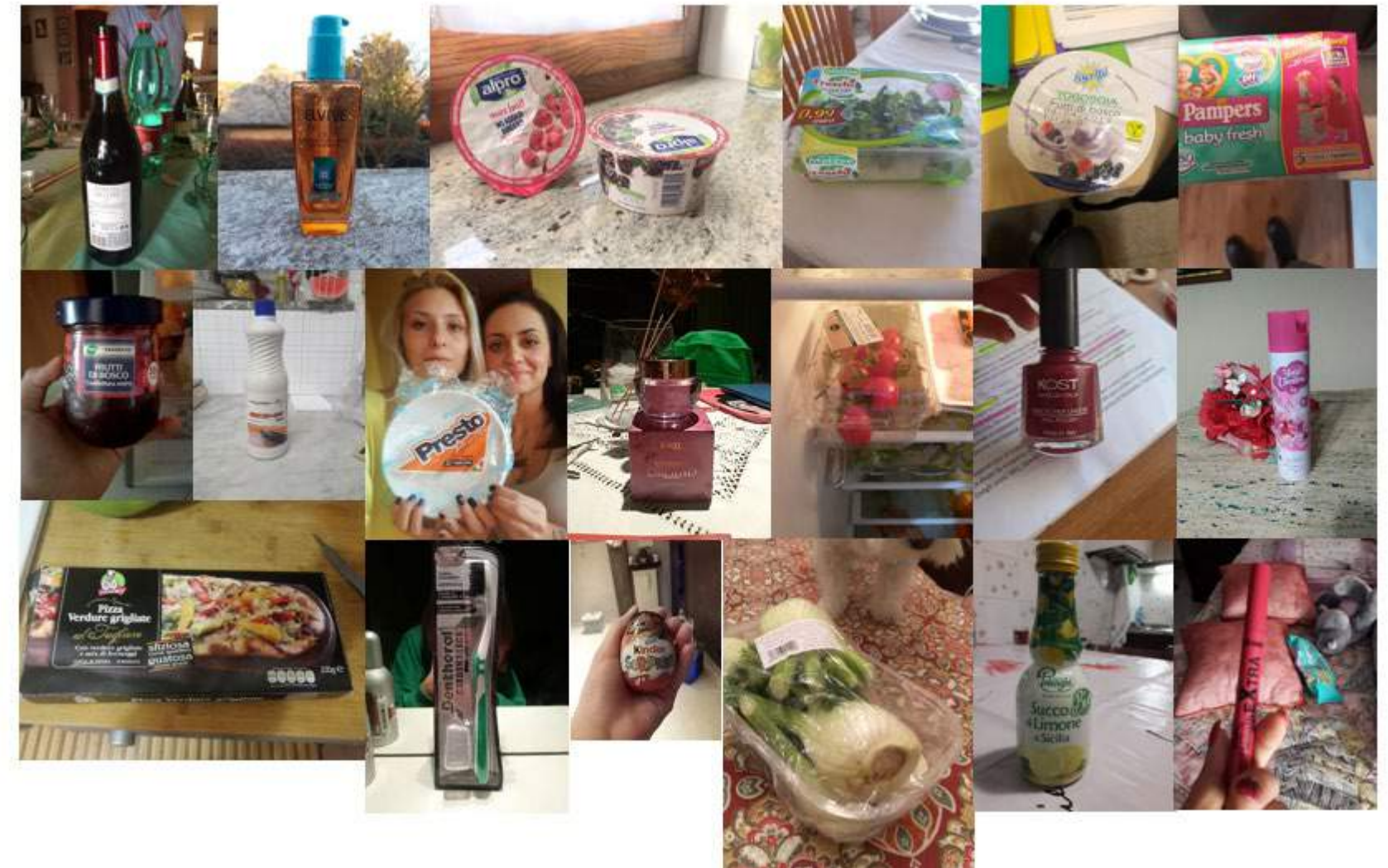
CHANGING HABITS DISSEMINATING BEST PRACTICES

Enlarge the database

Users can report missing products to the benefit of the entire community

Interact on social media

Posts, stories, articles and quizzes: spreading waste sorting tips for the users



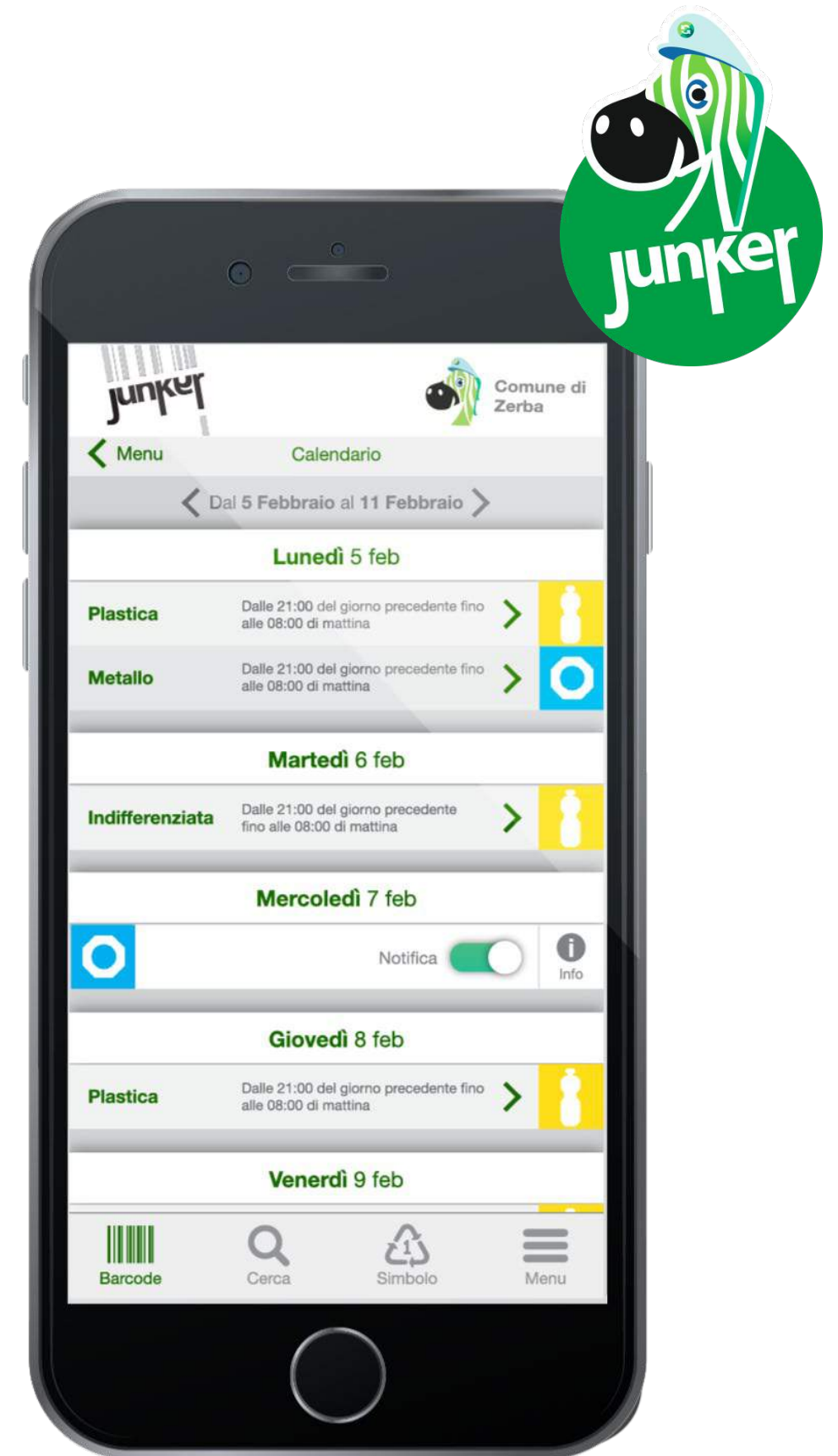
Municipalities, what's in store for them?



Communicating with citizens about waste sorting gets easier and faster

Higher consensus and compliance among the citizens

Higher quality of waste fractions =
Higher economic return



Waste sorting is difficult in Italy??



Try Junker, it will
sort waste for you!

JUNKER reads the barcodes on
products and tells you soon how to
dispose them. Ingenious!!

- ✓ Fun
- ✓ Easy to use
- ✓ Quick
- ✓ Always with you!

10 languages



Download it FOR FREE



for iPhone



for Android



Follow us on www.junkerapp.it



Sustainable tourism



Fully translated in **10 languages**, to the
benefit of **TOURISTS** and **FOREIGN
COMMUNITIES**:

*English, French, German, Spanish, Italian,
Chinese, Russian, Ukrainian, Bulgarian,
Romanian*

Accessibility & Empowerment



Fully accessible for
VISUAL IMPAIRED
or **BLIND** people
to empower them as well as
any other citizen
to be an engine of the
Circular Economy!

Where is Junker?

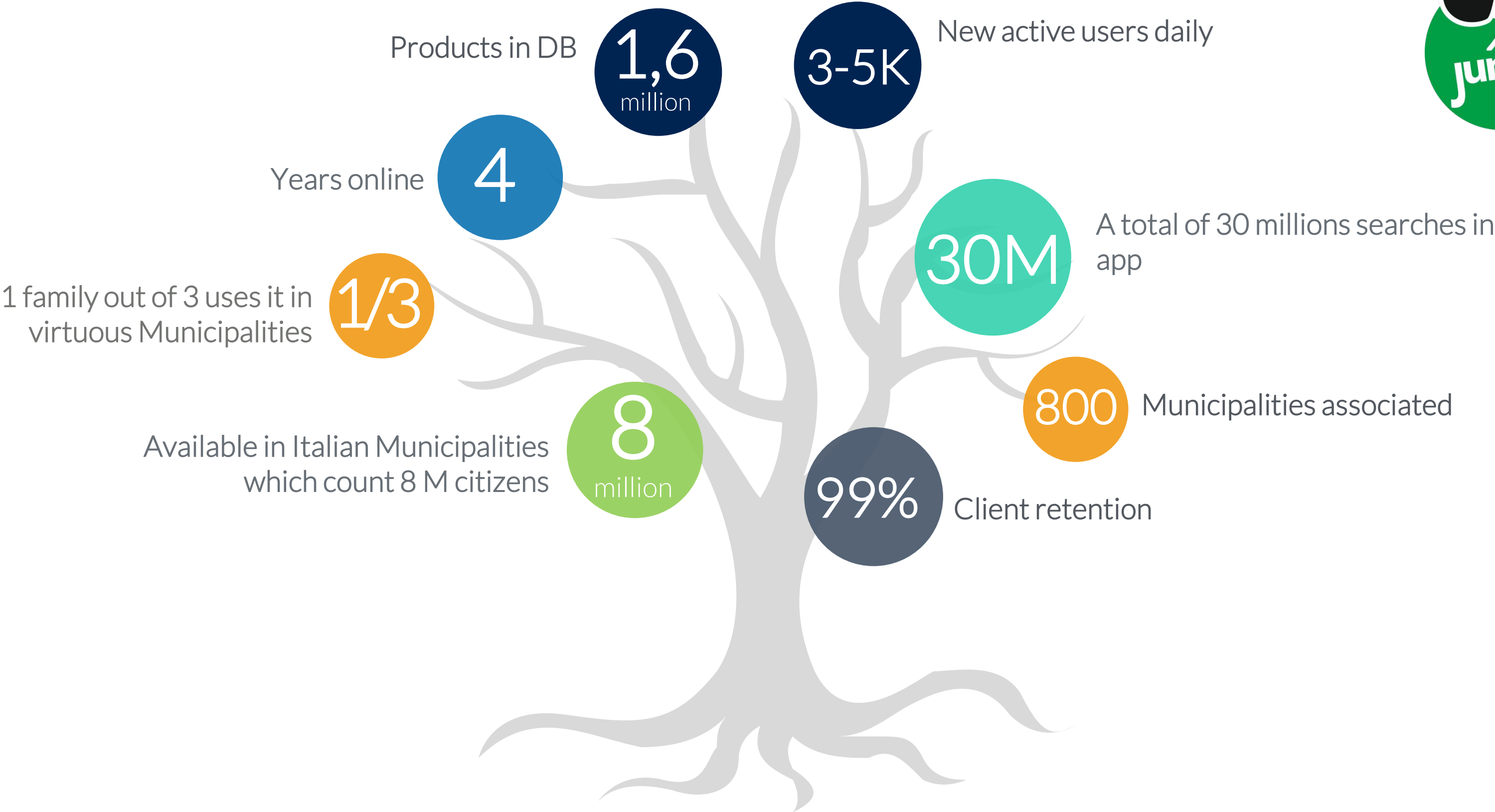


Consolidated model
in Italy:
800 municipalities
are **MEMBERS**, which
means 10% of all Italian
Municipalities have
adopted Junker



10 municipalities:
e.g.:
Locarno
Chiasso
Arogno
Morbegno
Paradiso
Capriasca

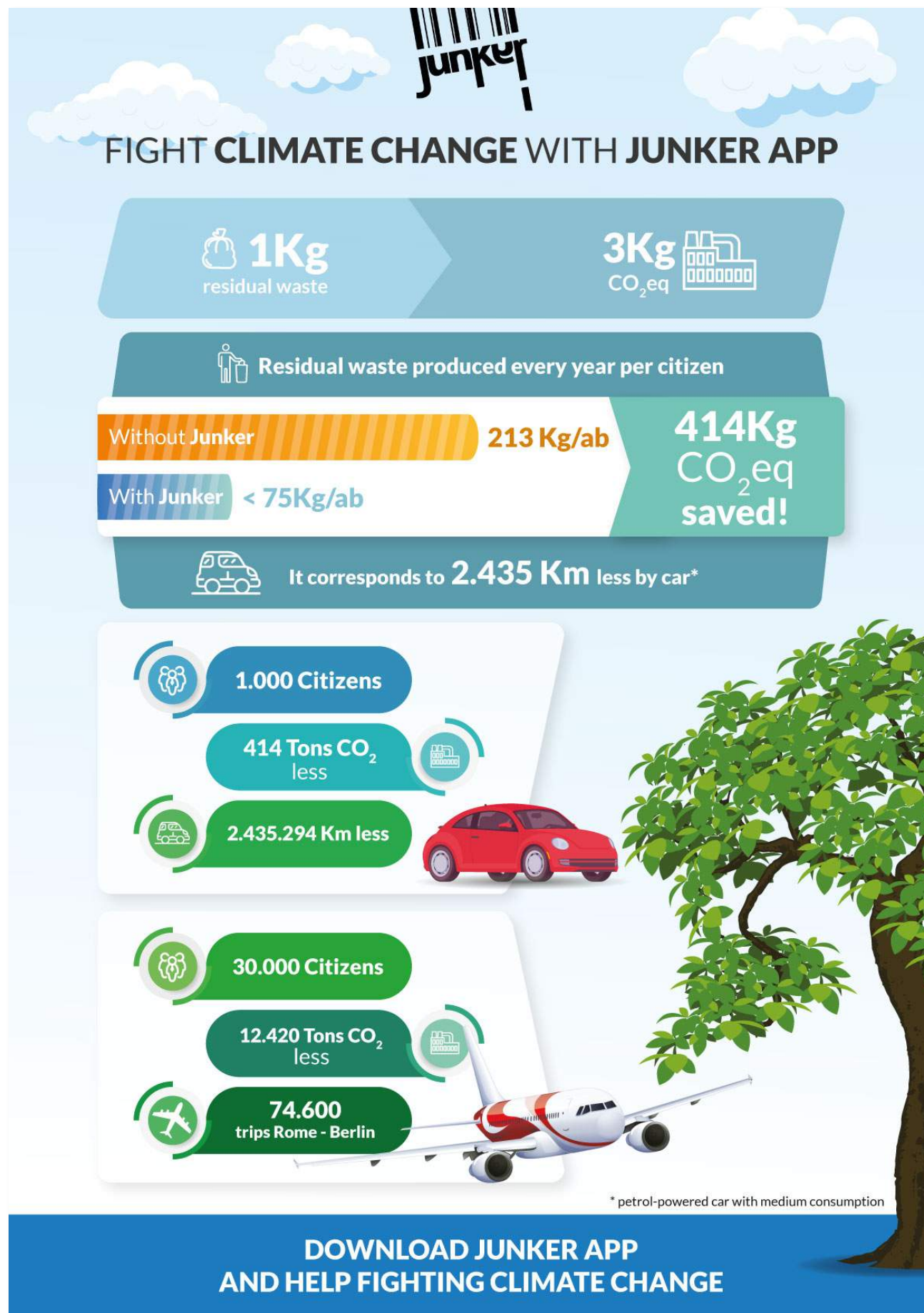
Our numbers in Italy



Update in 2020: IMAGE recognition



New tool and higher
interaction with users:
the system learns to
recognise products from
pictures and user
suggestions



Junker against climate change

By using Junker, you can sort waste better, produce less residual waste, and **reduce your emissions** of CO₂ equivalent



Find out more

Website: www.junkerapp.it

Email: comunicazione@junkerapp.it



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JUNKER APP



Download the app, it is free!